PROJECT NUMBER: 8101
PROJECT TITLE: Cigarette Testing Services Division
SECTION LEADER: Rebecca W. Kanipe
PERIOD COVERED: April, 1988

I. MARKET ACTIVITY

A. **Objective**: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. **Results**:

1. Domestic

Philip Morris is test marketing Alpine 85 and 100 and Alpine Lights 85 and 100 cigarettes in Pittsburg, PA and Little Rock, AR. The menthol is applied to the foil, and the cigarettes are generically priced. The Alpine 85 delivers 15.4 mg tar, 1.05 mg nicotine and 0.61 mg smoke menthol; the Alpine 100 delivers 16.0 mg tar, 1.14 mg nicotine and 0.68 mg smoke menthol; the Alpine Lights 85 delivers 10.3 mg tar, 0.74 mg nicotine and 0.52 mg smoke menthol; the Alpine Lights 100 delivers 10.7 mg tar, 0.79 mg nicotine and 0.56 mg smoke menthol.

The Santa Fe Tobacco Co. is selling American Spirit 85 cigarettes (filtered and nonfiltered). These cigarettes are manufactured by G. A. Georgopulo & Co., Inc. The blend does not contain any reconstituted tobacco, expanded stems or expanded tobacco. The levels of total reducing sugars and nitrate nitrogen indicate the blend may be an all flue cured blend. The filtered cigarettes deliver 16 mg tar and 1.2 mg nicotine; the nonfiltered cigarettes deliver 27 mg tar and 1.7 mg nicotine.

Ultra-Tech Corporation of Jenkintown, Pennsylvania has introduced Smoke-Free®, a nontobacco product. This product is shaped like a cigarette and releases a sweet flavoring (saccharin) when it is touched on moist lips. This product is an 83.8 mm cellulose acetate (CA) rod wrapped with two layers of cigarette paper and has cork tipping. There are no flavorings on the CA rod; however, it does contain triacetin (9%). The package states that it is not to be lit but serves chiefly as a pacifier. A package of 3 sells for $1.00. Ultra-Tech claims that sales of this nontobacco product is in the range of $8,000 to $10,000 per week. It is being sold in 12 states.

2. International

Japan Tobacco, Inc. introduced Hi-Lite Mild Long Size cigarettes to the Japanese market on April 1. These cigarettes deliver 14 mg tar and 1.1 mg nicotine.

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II. PHYSICAL PARAMETERS OF DOMESTIC BRANDS

A. **Objective**: To issue an annual consolidated report of the physical parameters of cigarette brands including coal removal, cylinder volume, cigarette firmness, and sieve fractions.

B. **Status**: The 1987 report was issued on March 31.

C. **Results**: The data included in this report were obtained from cigarettes manufactured in 1987. Highlights of the report are given below:

1. Coal Removal: The coal removal of R. J. Reynolds Vantage 85 and Camel Lights 85 decreased during the latter half of 1987. No modifications were observed for Camel. In May, Brown and Williamson removed the expanded tobacco (11% to 0%) from the blend of Raleigh Lights 100 cigarettes. This brand showed a significant decrease in coal removal following this change.

2. Cylinder Volume: No significant changes in cylinder volume were observed for selected Philip Morris and competitive brands.

3. Cigarettes Firmness: A procedure change was made in this analysis beginning July, 1987 in order to standardize testing between Cigarette Testing Services and Quality Assurance Laboratories. Unequilibrated cigarette firmness replaced equilibrated cigarette firmness. In addition, the corresponding oven volatiles analysis was performed using unequilibrated cigarettes. The procedure change resulted in an increase in the measured cigarette firmness for all brands during the second half of 1987. This increase corresponded with lower oven volatiles of the unequilibrated cigarettes.

4. Sieve Analysis: Brown and Williamson averaged highest in the industry in the 6+12 mesh fractions, followed by Philip Morris. Philip Morris, Brown and Williamson, and American averaged lowest in the 35+ pan fractions. No significant changes in sieve fractions were noted in individual brands.

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